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A Survey of Viva CalleSJ Participants: San Jose, California 2015

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A Survey of Viva CalleSJ Participants: San Jose, California 2015



MTI Report WP 12-08



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REPORT WP 12-08

A SURVEY OF VIVA CALLESJ PARTICIPANTS: SAN JOSE, CALIFORNIA 2015

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I. INTRODUCTION

This report presents the findings from a survey of participants at the Viva CalleSJ open streets event held on October 11, 2015. This event was the first-ever Viva CalleSJ organized by the City of San Jose. The survey was designed to provide information that would help the City of San Jose assess the success of the 2015 event, guide the planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2015 Viva CalleSJ event.

ABOUT VIVA CALLESJ

The Viva CalleSJ open-streets event took place on Sunday, October 11, 2015, from 10 am to 3 pm. This free event closed city streets for a six-mile (9.6-kilometer) route running through a number of different neighborhoods, including the downtown, Calle Willow Business District, and East Side (Figure 1). Event organizers and City of San Jose police estimated that 35,000 people attended.¹

Participants were invited to walk, jog, bike, skate, scoot, or use any non-motorized travel mode along the route. The event included numerous activities along the route and at three main “activity hubs.” Among the offerings were organized classes such as yoga and Zumba; an exhibit of the eight Bay Area Super Bowl Vince Lombardi Trophies; music and dance performances; live mural painting; and food trucks.

The City of San Jose has developed the Viva CalleSJ program to encourage community members to use so-called “active travel” modes—bicycling, walking, and any other human-powered mode. By encouraging active travel, the City hopes to foster good health and also reduce the number of driving trips within the city. The City also intends the Viva CalleSJ program to foster positive community interaction.

The City of San Jose’s Department of Parks, Recreation, and Neighborhood Services organized the 2015 event in partnership with the Silicon Valley Bicycle Coalition, and major funding came from the John S. and James L. Knight Foundation. Numerous other organizations, including the Mineta Transportation Institute, also offered financial and in-kind support.

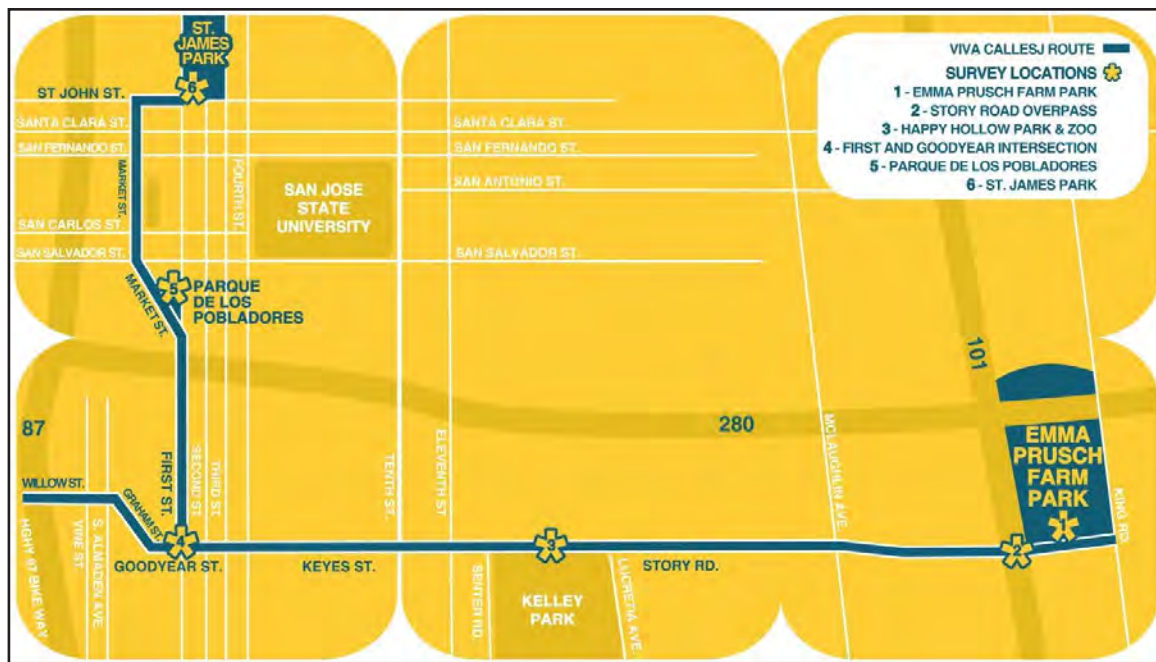


Figure 1. Viva CalleSJ Route Map

Source: City of San Jose.

OVERVIEW OF THE SURVEY METHODS

The authors designed the survey to provide information that would help the City of San Jose assess the success of the 2015 Viva CalleSJ event, guide the planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2015 Viva CalleSJ event. To achieve these objectives, the survey asked questions on the following topics:

1. How did people hear about the event?
2. How did people get to the event?
3. What did people do at the event?
4. Do people want to participate in future Viva CalleSJ events?
5. What are basic socio-demographic characteristics of adult participants?

The survey instrument was a one-page paper questionnaire for respondents to complete themselves. It was available in English, Spanish, and Vietnamese versions, as these are the languages most commonly spoken in the neighborhoods along the route. The sampling method was not a strictly random one, but surveyors were instructed to distribute the questionnaire to as diverse a set of adult participants as possible and at a variety of locations. Surveys were conducted in six different zones along the route: Emma Prusch Farm Park activity hub; Story Road overpass; Happy Hollow Park & Zoo and Little Saigon; the intersection at First and Goodyear Streets; the Parque de los

Pobladores activity hub; and the St. James Park activity hub. A total of 618 people turned in surveys usable for analysis.

OVERVIEW OF THE REPORT CONTENTS

The remainder of the report is organized into three chapters. Chapter II covers the survey methods, Chapter III presents the detailed survey findings, and Chapter VI concludes the report with a summary of key findings and suggestions for future Viva CalleSJ surveys.

II. SURVEY DESIGN AND ADMINISTRATION

QUESTIONNAIRE DESIGN

The survey was designed to provide information on the following topics:

1. How did people hear about the event?
2. How did people get to the event?
3. What did people do at the event?
4. Do people want to participate in future Viva CalleSJ events?
5. What are basic socio-demographic characteristics of adult participants?

In addition, respondents were invited to write comments on the back of the survey.

The questionnaire was designed to be a simple, short one that respondents could complete independently in a couple of minutes and return immediately to the surveyor. To ensure that potential respondents understood that the survey was short, it was designed to fit on a single side of a standard sheet of paper. Further, to make the questionnaire as easy as possible to complete, most questions were designed so respondents could check a box to indicate their answer rather than having to write in a response. For example, the question about time spent in physical activity asked respondents to check one of several time options rather than asking them to estimate a specific number of minutes or hours.

To gather ideas on different ways to word questions, the authors reviewed Open Street event surveys used in a number of cities, including Fort Collins, CO, San Francisco, CA, and Minneapolis, MN.² The same wording as in other surveys was used for a few very straightforward questions (e.g., “How did you get to [Viva CalleSJ]?”), but otherwise the questions in the San Jose survey are different from the questions asked in other surveys that were reviewed.

Appendix A reproduces the questionnaire in the three languages it was offered—English, Spanish, and Vietnamese.

SURVEY IMPLEMENTATION

The Silicon Valley Bicycle Coalition conducted the survey during the event, using 17 staff and volunteers.

The surveyors were distributed among six different “zones” along the route (Figure 1), with the set of zones selected to cover neighborhoods that reflected different communities adjacent to the route. The chosen zones included the city’s high-density downtown core; Little Saigon, a predominantly Vietnamese community; and the Spartan-Keyes and Washington neighborhoods, which are home to a large number of Hispanic residents.

Figure 1 shows the survey zone locations: Emma Prusch Farm Park activity hub; Story Road overpass; Happy Hollow Park & Zoo and Little Saigon; the intersection at First and Goodyear Streets; the Parque de los Pobladores activity hub; and the St. James Square activity hub.

Most of the surveys were collected from participants who had stopped at an activity, such as to listen to music or visit a resource table, but a few respondents were recruited at a mandatory bicycle dismount zone or as they traveled along the route.

Although the authors would have preferred to use a strict, random sampling method to recruit respondents, true random sampling was infeasible given the expected crowds, difficulty of stopping people on moving bicycles, and limited time available to train volunteer surveyors. However, surveyors were explicitly instructed to prioritize obtaining surveys from a large and diverse number of adult respondents. They received instruction on this point both in a short training the morning of the event and also in a written set of instructions (“Viva CalleSJ Survey Training Manual” in Appendix B).

To encourage participation, respondents were offered the option to enter a raffle to win a major-retailer gift card. Participants who wished to enter the raffle wrote their names and contact information on a corner of the survey questionnaire that was then torn off from the completed survey and stored separately to preserve respondents’ anonymity.

Surveyors used a tally sheet (shown in Appendix B) to note the numbers of people they approached who either declined or agreed to take the survey. The surveyors reported asking 1,001 people to take the survey, although it is possible this number is not entirely accurate, given the challenges surveyors faced in managing the survey process. A total of 618 people completed surveys usable for analysis, giving a response rate of 62%. The margin of error for the survey results is $\pm 4\%$ at a 95% confidence level.³

III. FINDINGS

This chapter describes the survey findings, breaking them down into sections on characteristics of the 618 survey respondents, how they heard about the event, how they traveled to Viva CalleSJ, what they did while at the event, and their interest in attending future Viva CalleSJ events.

Readers should note that the responses below cannot be assumed with confidence to precisely reflect the views and behaviors of all 35,000 event participants because the survey did not use a random sampling method.

ABOUT THE SURVEY RESPONDENTS

The survey asked respondents only three demographic questions: gender, race/ethnicity, and age. As Table 1 shows, the respondents were almost evenly split by gender. For race/ethnicity, a single question asked respondents to indicate all groups they identify with. Almost one-half (46%) said they were white, just over one-third (36%) identified as Hispanic, and 16% said they were Asian/Asian-American. In terms of age, respondents were primarily young to middle-aged, with just over one-half of respondents 25-44 years old. Very few respondents were in the youngest or oldest age groups (18-24 years or 65+ years).

Table 1. Demographic Characteristics of Survey Respondents

Demographic Characteristics	Respondents (%)
Gender	
Male	48
Female	49
No response	3
Race/ethnicity ^a	
White	46
Hispanic, Latino/a, or Spanish origin	36
Asian/Asian-American	16
American Indian or Alaska Native	2
Black/African-American	2
Native Hawaiian or Pacific Islander	2
Other	3
No response	1
Age	
18 – 24	6
25 – 34	26
35 – 44	29
45 – 54	19
55 – 64	13
65+	6
No response	1

^a Respondents could select multiple responses, so percentages do not sum to 100%.

The questionnaire asked respondents to indicate the city and zip code of their home address. By far, the majority of respondents lived in the City of San Jose (79%). The zip code data shows that almost one in five respondents (19%) came from a single zip code in San Jose, 95112, which encompasses much of the downtown (Figure 2). Outside of San Jose, respondents came from 33 other California cities, and only one percent of people lived outside the state (Table 2).

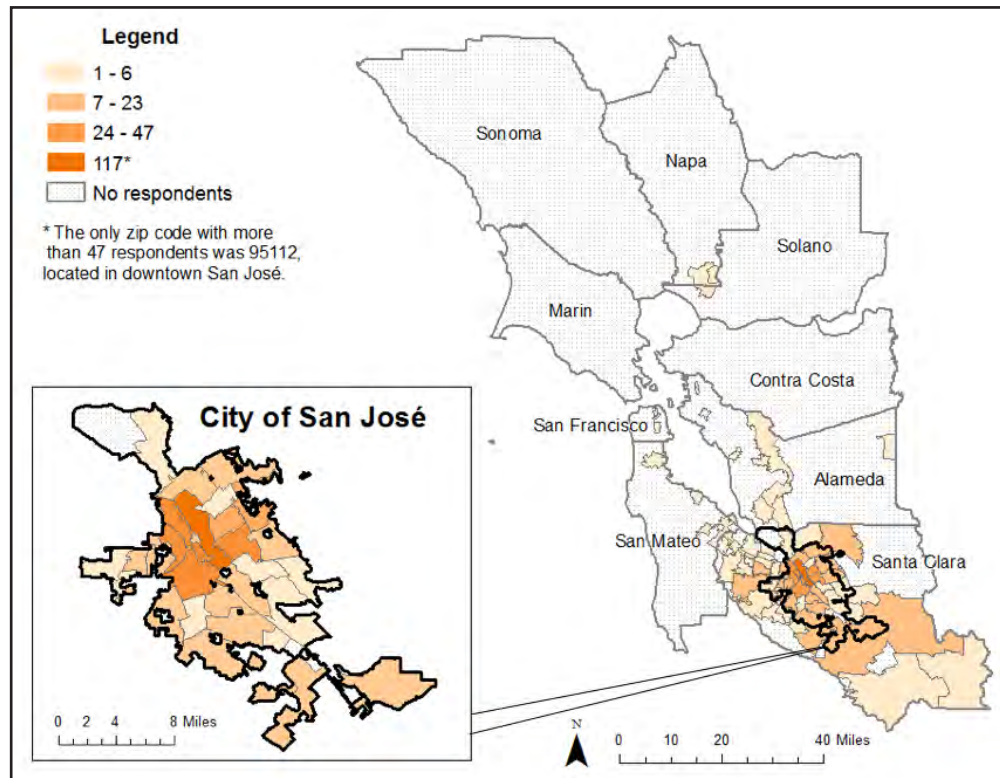


Figure 2. Number of Survey Respondents per Zip Code for the Nine-County San Francisco Bay Area

Table 2. Location Where Respondents Live

City	Respondents (%)
City of San Jose	79
Cities in the San Francisco Bay Area (excluding San Jose)	17
Other California cities, excluding Bay Area	2
Cities outside California	1
No response	1

HOW RESPONDENTS LEARNED ABOUT VIVA CALLESJ

The first question in the survey asked how respondents learned about the Viva CalleSJ event, requesting that respondents check all options that applied to them (Table 3). The most commonly mentioned source of information was social media sites such as Facebook and Twitter (29% of respondents). Roughly one-fifth of respondents mentioned learning

from a flyer or poster, from word of mouth, or from some “other” unspecified source. Both e-mail channels and radio were selected by 12% of respondents. Radio was the least commonly mentioned option (5% of respondents).

Table 3. How Respondents Learned about Viva CalleSJ

Source of Information	Respondents (%)
Facebook, Twitter, or other social media	29
Other	23
Word of mouth ^a	21
Flyer/poster	21
Newspaper	12
E-newsletter or email blast	12
Radio	5
No response	1

^a Respondents who chose “other” as a response on the survey and wrote in an explanation implying that they learned directly from someone they knew.

TRAVEL TO VIVA CALLESJ

Almost one-half of respondents bicycled to Viva CalleSJ (45%), with about one-third arriving by car or motorcycle (34%). Only 16% arrived on foot, and an even smaller fraction arrived by public transit (8%). (Table 4.)

Table 4. Travel Mode Used to Come to Viva CalleSJ

Travel Mode to Viva CalleSJ	Respondents (%)
Bike	45
Car, including motorcycle	34
Walk/jog	16
Public transit (bus, light rail, train)	8
Other	2
No response	1

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

ACTIVITY AT VIVA CALLESJ

Biking was a considerably more popular travel mode along the Viva CalleSJ route than walking. Sixty-two percent of respondents bicycled, and 39% walked (Table 5).

Table 5. Travel Mode Respondents Used along the Viva CalleSJ Route

Travel Mode at Viva CalleSJ	Respondents (%)
Bike	62
Walk/jog	39
Scoot/skateboard/roller-skate	4
Other	2
No response	<1

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

A key objective of the Viva CalleSJ program is to encourage participants to engage in sufficient physical activity to contribute to their good health, so the survey included a question to estimate the duration of their physical activity. Virtually all respondents (95%) expected to get at least thirty minutes of physical activity, and almost three-quarters expected to be active for more than an hour (Table 6).

Table 6. How Long Respondents Estimated They were Physically Active during Viva CalleSJ

Estimated Duration of Physical Activity	Respondents (%)
Less than 30 minutes	3
30 to 60 minutes ^a	23
More than 60 minutes ^a	72
No response	1

Note: Percentages do not sum to 100% due to rounding.

^a A total of 95% of respondents were active for at least 30 minutes.

Another question asked respondents in which of the organized event activities they were likely to participate. Almost three-quarters said they were likely to watch entertainment (73%), almost two-thirds expected to buy something to eat or drink from a food truck (64%), and more than one-half expected to visit resource tables at an Activity Hub (53%). Further, more than one-third of respondents expected to participate in an organized physical activity such as yoga or hula hooping.

Overall, nearly all respondents indicated that they participated in at least one of the organized activities listed on the survey questionnaire. Only 3% of respondents did not check any of the listed activities; it is impossible to know if they preferred not to answer the question or simply did not participate in any of the listed activities.

Table 7. Activities Respondents Participated in during Viva CalleSJ

Activities	Respondents (%)
Watch entertainment	73
Buy food/drink from food trucks	64
Visit resource tables at an Activity Hub	53
Organized physical activities (yoga, hula hoops, Zumba, etc.)	36
Did not participate in <i>any</i> of these activities ^a	3

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

^a Sixteen respondents did not indicate a response to this question. Respondents may have chosen not to answer this particular question or did not participate in one or more of the specified events.

A final question about participants' activity at Viva CalleSJ asked how much money respondents expected to spend while at Viva CalleSJ. The question did not ask respondents to specify where they would spend the money, whether from food trucks associated with the event or at local businesses. Over one-half of respondents expected to spend \$11 or more (53%), and about one-third (35%) expected to spend between \$1 and \$10.

Table 8. Summary of How Much Money Respondents are Likely to Spend at Viva CalleSJ

Estimated Money Spent at Viva CalleSJ	Respondents (%)
\$11 or more	53
\$1 to \$10	35
Nothing	10
No response	3

Note: Percentages do not sum to 100% due to rounding.

INTEREST IN ATTENDING FUTURE VIVA CALLESJ EVENTS

When asked about their interest in participating in future Viva CalleSJ events, the response was overwhelmingly positive. Eight-five percent of participants said that they were very likely to do so (Table 9).

Table 9. Likelihood that Respondents Will Attend a Future Viva CalleSJ Event

Likelihood of Attending Future Events	Respondents (%)
Very likely	85
Likely	13
Unlikely	1
No response	2

Note: Percentages do not sum to 100% due to rounding.

IV. CONCLUSIONS

SUMMARY OF KEY FINDINGS

The respondents were evenly balanced between men and women. In terms of race and ethnicity, about one-half were white only, and about one-third were Hispanic only. The only other racial group that made up a substantial minority were Asians (16%). In terms of age, about one-half were from 25-44 years old.

Respondents learned about Viva CalleSJ in a variety of ways. The most common response was that they learned through social media (29%), word of mouth (21%), and/or from flyers/posters (21%).

The most popular way to access the event was by bicycle (46%), although one-third of respondents came by motorized vehicle.

While at Viva CalleSJ, 62% of participants bicycled the route and 39% walked or jogged. Almost three-quarters of participants estimated that they participated in more than 60 minutes of physical activity while at the event. Of the organized activities available, the most popular was watching entertainment (73%), although more than one-half also bought items from the food trucks and visited the resource tables, and one-third participated in organized physical activities such as hula hoops and yoga. Only 3% of respondents did not participate in any organized activities. Most respondents expected to spend some money while at the event, with about one-half expecting to spend more than \$10.

Finally, when asked about interest in participating in future Viva CalleSJ events, 86% said they would be very likely to do so.

IMPLICATIONS FOR THE VIVA CALLESJ PROGRAM IN THE FUTURE

While the survey findings cannot be assumed to reflect the experience of all participants, the relatively large number of responses from a diverse set of people makes it likely that the findings reflect the larger population of event attendees. Thus, the survey findings suggest the following implications for future open-street events in San Jose:

- The events will likely be popular with the public, given that virtually all respondents said they were very likely or likely to attend future events.
- The events will succeed in providing the great majority of participants with at least one hour of physical activity.
- The most successful marketing efforts will be to encourage people to spread the word in person to their acquaintances, advertise through social media channels, and distribute flyers and posters.
- Entertainment, food trucks, and resource tables are the programming likely to attract the most participants.

- Specific outreach and coordination with local transit agencies could encourage more participants to travel to events without using their cars.

STUDY LIMITATIONS

Two limitations to the study method were revealed during the survey process:

- The project did not use multi-lingual surveyors. Translated survey questionnaires were not sufficient, as the surveyors were not always able to explain the survey to people who did not speak English. Multi-lingual surveyors should be used in future, when possible.
- It appeared that some of the surveyors did not complete the tally sheets accurately. Modifying the surveyor training process to explain the value of these sheets might encourage surveyors to make an extra effort to complete the sheets accurately.

APPENDIX A: SURVEY QUESTIONNAIRE

This appendix presents the formatted survey questionnaire in the three languages it was offered: English, Spanish, and Vietnamese.



Viva CalleSJ Survey



Thank you for agreeing to take this voluntary survey about your experience at Viva CalleSJ today. Your answers will help improve future Viva CalleSJ events. There are no right or wrong answers to the questions, and you can skip any question. Your responses are anonymous.

1. How did you learn about today's Viva CalleSJ event?
(Check all that apply)
 - ☐ Radio
 - ☐ Newspaper
 - ☐ Flyer/poster
 - ☐ E-newsletter or email blast
 - ☐ Facebook, Twitter, or other social media
 - ☐ Other (please specify) _____
2. How did you get to Viva CalleSJ?
 - ☐ Public transit (bus, light rail, train)
 - ☐ Car
 - ☐ Bike
 - ☐ Walk/Jog
 - ☐ Other (please specify) _____
3. How are you MOVING along the Viva CalleSJ route? (Check all that apply)
 - ☐ Walk/Jog
 - ☐ Bike
 - ☐ Scoot/skateboard/roller-skate
 - ☐ Other (please specify) _____
4. What activities are YOU PERSONALLY likely to do at Viva CalleSJ? (Check all that apply)
 - ☐ Organized physical activities (Yoga, Hula Hoops, Zumba, etc.)
 - ☐ Visit resource tables at an Activity Hub
 - ☐ Watch entertainment
 - ☐ Buy food/drink from food trucks
5. At Viva CalleSJ, how long do you expect to be physically active? (Walking, biking, Zumba, etc.)
 - ☐ Less than 30 minutes
 - ☐ 30 to 60 minutes
 - ☐ More than 60 minutes
6. How much money are you likely to spend at Viva CalleSJ?
 - ☐ Nothing
 - ☐ \$1 to \$10
 - ☐ \$11 or more
7. Are you likely to come to a future Viva CalleSJ event?
 - ☐ Very likely
 - ☐ Likely
 - ☐ Unlikely
8. What city do you live in? _____
9. What is your home zip code? _____
10. How old are you?
 - ☐ 18 - 24 years
 - ☐ 25 - 34
 - ☐ 35 - 44
 - ☐ 45 - 54
 - ☐ 55 - 64
 - ☐ 65+
11. What is your gender? _____
12. What is your race or origin?
(Check all that apply)
 - ☐ White
 - ☐ Black or African American
 - ☐ Hispanic, Latino/a, or Spanish origin
 - ☐ Asian or Asian-American
 - ☐ American Indian or Alaska Native
 - ☐ Native Hawaiian or Pacific Islander
 - ☐ Other (please specify) _____

Please share ideas for improving future Viva CalleSJ events on the back side of this page.

tear here

OPTIONAL: to enter the raffle

Name _____

Phone Number _____



Encuesta Viva CalleSJ



Gracias por aceptar tomar esta encuesta voluntaria sobre su experiencia en Viva CalleSJ hoy. Sus respuestas ayudarán a mejorar los eventos futuros de Viva CalleSJ. No hay respuestas correctas o incorrectas a las preguntas, y usted puede saltarse cualquier pregunta. Sus respuestas son anónimas

1. ¿Cómo se enteró del evento Viva CalleSJ de hoy? (Marque todo lo que corresponda)
 - ☐ Radio
 - ☐ Periódico
 - ☐ Folleto/Cartel
 - ☐ Boletín informativo de correo electrónico o envíos masivos de correo electrónico
 - ☐ Facebook, Twitter u otras redes sociales
 - ☐ Otros (especifique) _____
 2. ¿Cómo llegó a Viva CalleSJ?
 - ☐ Transporte público (autobús, tren ligero/light rail, tren)
 - ☐ Auto
 - ☐ Bici
 - ☐ Caminata/trote
 - ☐ Otro (especifique) _____
 3. ¿Cómo se va a TRANSLADAR a lo largo de la ruta VivaCalleSJ? (Marque todos los que correspondan)
 - ☐ Caminando
 - ☐ En Bici
 - ☐ En patín del diablo/patineta/patines
 - ☐ Otro (especifique) _____
 4. ¿Probablemente, qué actividades USTED PERSONALMENTE Viva CalleSJ? (Marque todas las que correspondan)
 - ☐ Actividades físicas organizadas (Yoga, Hula
 - ☐ Hoops, Zumba, etc.)
 - ☐ Visitar mesas de recursos en Activity Hub [Centro de Actividad]
 - ☐ Ver entretenimiento
 - ☐ Comprar comida/refrescos de camiones de comida
 5. En Viva CalleSJ, ¿cuánto tiempo espera estar físicamente activo? (Caminando, montando en bicicleta, bailando Zumba, etc.)
 - ☐ Menos de 30 minutos
 - ☐ 30 a 60 minutos
 - ☐ Más de 60 minutos
 6. ¿Cuánto dinero cree que gastará en Viva CalleSJ?
 - ☐ Nada
 - ☐ \$1 a \$10
 - ☐ \$11 o más
 7. ¿Es probable que usted venga a un evento futuro de Viva CalleSJ?
 - ☐ Muy probable
 - ☐ Probable
 - ☐ Improbable
 8. ¿En qué ciudad vive usted? _____
 9. ¿Cuál es el código postal de su casa? _____
 10. ¿Cuántos años tiene?
 - ☐ 18 - 24 years
 - ☐ 25 - 34
 - ☐ 35 - 44
 - ☐ 45 - 54
 - ☐ 55 - 64
 - ☐ 65+
 11. ¿Cuál es su sexo? _____
 12. ¿Cuál es su raza u origen? (Marque todas las que correspondan)
 - ☐ Blanca
 - ☐ Negra o afro americana
 - ☐ Hispana, latina, u origen español
 - ☐ Asiática o asiática-americana
 - ☐ Amerindio o Nativo de Alaska
 - ☐ Nativo de Hawai o de las Islas del Pacífico
 - ☐ Otra (especifique) _____
- tear here
- OPTIONAL: Para participar en el sorteo
- Nombre _____
- Número de Teléfono _____

Por favor comparta ideas para mejorar eventos futuros de Viva CalleSJ otro lado de la página:



Thăm Dò Viva CalleSJ



Cám ơn đã đồng ý dự cuộc thăm dò tự nguyện này về trải nghiệm của quý vị tại Viva CalleSJ hôm nay. Các trả lời của quý vị sẽ giúp cải tiến cho các dịp tổ chức Viva CalleSJ sau này. Không có câu trả lời đúng hay sai cho các câu hỏi, và quý vị có thể bỏ qua bất cứ câu hỏi nào. Các đáp ứng của quý vị được giữ nặc danh.

1. Làm thế nào quý vị biết về dịp tổ chức Viva CalleSJ hôm nay? (Đánh dấu vào tất cả những điều áp dụng)

- ☐ Ra đi ô
- ☐ Báo
- ☐ Tờ rơi/bảng quảng cáo
- ☐ Bản tin điện tử hoặc email gửi chung
- ☐ Facebook, Twitter, hoặc thông tấn xã hội khác
- ☐ Cách khác (xin định rõ) _____

2. Quý vị di chuyển tới Viva CalleSJ bằng cách nào?

- ☐ Vận chuyển công cộng (xe buýt, xe điện, xe lửa)
- ☐ Xe hơi
- ☐ Xe đạp
- ☐ Đi bộ/chạy bộ
- ☐ Cách khác (xin định rõ) _____

3. Quý vị DI CHUYỂN dọc theo lộ trình VivaCalleSJ bằng cách nào? (Đánh dấu vào tất cả những điều áp dụng)

- ☐ Đi bộ
- ☐ Xe đạp
- ☐ Xe xi cút tơ/trượt ván/trượt ba te
- ☐ Cách khác (xin định rõ) _____

4. BÀN THÂN BẠN thích làm những hoạt động nào tại Viva CalleSJ? (Đánh dấu vào tất cả những điều áp dụng)

- ☐ Các hoạt động thể chất có tổ chức (Yoga, chơi vòng Hula Hoops, nhảy điệu Zumba, v.v...)
- ☐ Đến thăm các bàn nguồn trợ giúp tại một Trung Tâm Hoạt Động
- ☐ Xem giải trí
- ☐ Mua thực phẩm/thức uống từ những chiếc xe tải bán đồ ăn

5. Tại Viva CalleSJ, quý vị dự trù sẽ hoạt động thể chất trong bao lâu? (Đi bộ, đạp xe đạp, nhảy Zumba, v.v...)?

- ☐ Dưới 30 phút
- ☐ Từ 30 tới 60 phút
- ☐ Hơn 60 phút

Xin góp ý vào mặt sau về việc cải tiến cho các dịp tổ chức Viva CalleSJ trong tương lai:

6. Quý vị dự trù tiêu bao nhiêu tiền tại Viva CalleSJ?

- ☐ Không tiêu tốn gì
- ☐ \$1 tới \$10
- ☐ \$11 trở lên

7. Liệu quý vị có đến các dịp tổ chức Viva CalleSJ trong tương lai không?

- ☐ Rất có thể
- ☐ Có thể
- ☐ Chắc không

8. Quý vị sống tại thành phố nào? _____

9. Số zip của nhà quý vị là gì? _____

10. Quý vị bao nhiêu tuổi?

- ☐ 18 – 24 tuổi
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 tuổi trở lên

11. Giới tính của quý vị là gì? _____

12. Nguồn gốc chủng tộc của quý vị là gì? (Đánh dấu vào tất cả những điều áp dụng)

- ☐ Người Da Trắng
- ☐ Người Da Đen hoặc Người Mỹ Gốc Phi Châu
- ☐ Người Tây Ban Nha, Người La Tinh/hoặc Người Có
- ☐ Nguồn Gốc Tây Ban Nha
- ☐ Người Á Châu hoặc Người Mỹ gốc Á Châu
- ☐ Người Mỹ Thổ Dân hoặc Người Bản Xứ Alaska
- ☐ Người Bản Xứ Hawaii hoặc Người Đảo Thái Bình Dương
- ☐ Người khác (xin định rõ) _____

tear here

TUỖY CHỌN: Để dự cuộc rút số

Tên _____

số điện thoại _____

APPENDIX B: SURVEYOR TRAINING MANUAL, TALLY SHEET, AND FEEDBACK FORM

Team ID Letter: _____

Zone Survey Coordinator: Name _____

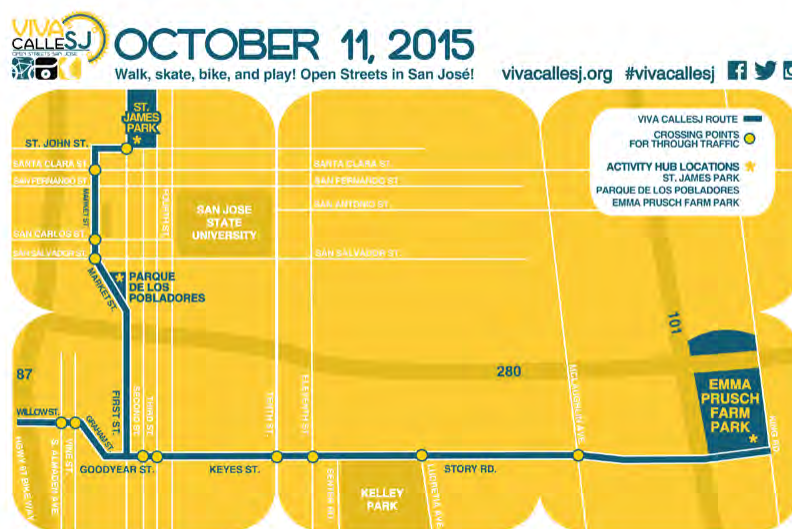
Cell _____

Viva CalleSJ Survey Training Manual

Surveying Locations

You will be assigned to conduct surveys at one of five locations along the Viva CalleSJ route:

- Zone 1: check in at Emma Prusch Farm Park
- Zone 2: check in at Happy Hollow Park & Zoo Entrance along Story Rd.
- Zone 3: check in at 1st St. and Goodyear St. (mandatory dismount intersection)
- Zone 4: check in at Parque de los Pobladores
- Zone 5: check in at St. James Park



Schedule for Surveyor Volunteers

Activity	Time
Check-in and training at assigned zone location.	9:00 a.m. – 10:00 a.m.
Conduct surveys. All surveying will be done in teams of 2, with 2-3 teams per zone.	10:30 a.m.-2:30 p.m.
30-minute lunch break (teams in each zone should alternate breaks)	12:00 – 1:00 p.m.
Check-out at assigned zone location.	2:30 - 3:00 p.m.

Volunteer Check-in and Training

From 9:00 – 10:00 a.m. you will pick up materials, be assigned to a team, and be trained on how to conduct the survey.

You will pick up a messenger bag that contains:

- 1 copy of this Survey Training Manual
- 1 clipboard with a tally sheet and an attached envelope for collecting raffle tickets
- 5 clipboards for survey respondents to use
- Blank surveys (100 English, 30 Spanish, 15 Vietnamese)
- 30 golf pencils in a ziplock bag
- 1 stamp to mark the hand of people who entered the raffle

Surveyors will be paired into teams, and each team will be assigned a team ID letter. (You will write your team letter on each survey AFTER it is completed. Details below.)

The Zone Survey Coordinator for your zone will explain the survey process, have you practice pretending to survey other volunteers, and answer your questions about the surveying procedure.

Conducting the Surveys

Work with your partner to come up with a surveying system that works best for you, in terms of who approaches participants, distributes surveys, and collects completed surveys. As you do this, follow the guidelines on this page as much as possible.

Your main goals as a surveyor are to:

1. Get as many completed surveys as possible.
2. Get survey responses from a DIVERSE set of people (by age, gender, race, etc.)

Here are two tips to help you achieve a diverse set of respondents:

- Be sure you talk to *all* types of people, not just those you are most comfortable approaching
- Recruit respondents from different locations within your zone; don't stay in just one place

Step 1: Ask people to participate

A. Approach only people who look like they might be at least 18 years old.

B. Ask the person to participate, using this language (or a slight modification):

Hello! Would you fill out this 2-minute survey about your experience at VivaCalle? The survey is anonymous, and everyone who fills it out can enter a raffle to win a gift card to Target or Sports Basement. Your answers will help the city improve future Viva CalleSJ events.

If the person MIGHT be under 18, then continue by asking:

We are only surveying people who are at least 18 years old. Are you?

For anyone who is under 18, says s/he has already completed a survey, or just refuses the survey: wish the person a good day at Viva CalleSJ and then move on to a new person.

C. For everyone over 18 who agrees to participate: Hand the participant the survey on a clipboard and a pencil, and ask him/her to return everything to you (or to your partner) when done.

D. Proceed to a nearby Viva CalleSJ participant and repeat this process.

If possible, have multiple people taking the survey at the same time.

As you distribute surveys, record on your tally sheet the numbers of people you approach who do and do not accept a survey.

Step 2: Collect completed surveys

A. Make sure **the raffle ticket portion of the survey is torn off from the survey** before you put the survey in the "Completed Surveys" envelope. (If the raffle portion of a survey has been left blank, it does not need to be torn off).

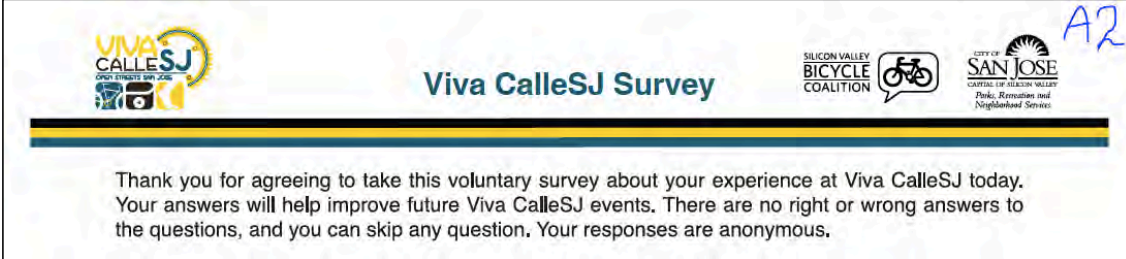
B. Put the raffle entry in the "Raffle Tickets" envelope taped to your surveyor clipboard.

C. Stamp the hand of anyone who enters the raffle (so people don't complete multiple surveys to get extra raffle tickets)

Volunteer Check-Out

At 2:30 p.m., return to the same location where you checked in at the beginning of the day.

On each completed survey, write your team ID and number the surveys sequentially at the upper right hand corner (e.g. Team A would mark their surveys as follows: A1, A2, A3, A4, A5, etc. See example below). Make sure you have numbered each completed survey by the time you finish your volunteer shift and check out.



The image shows the header of a survey form. On the left is the 'VIVA CALLE SJ' logo with the tagline 'ONLY EVENTS SAN JOSE'. In the center is the title 'Viva CalleSJ Survey'. On the right are logos for the 'SILICON VALLEY BICYCLE COALITION' and the 'CITY OF SAN JOSE' with the tagline 'CITY OF SILICON VALLEY Parks, Recreation and Neighborhood Services'. A handwritten 'A2' is in the top right corner. Below the logos is a thick horizontal bar with yellow, orange, and blue stripes. Underneath the bar, the following text is printed: 'Thank you for agreeing to take this voluntary survey about your experience at Viva CalleSJ today. Your answers will help improve future Viva CalleSJ events. There are no right or wrong answers to the questions, and you can skip any question. Your responses are anonymous.'

You will also be asked to complete a quick feedback form regarding your experience conducting surveys at Viva CalleSJ.

FAQs

1. What should I do if someone I try to survey acts in an angry or threatening way?

Try to end the conversation calmly, and stay close to your teammate. Don't do anything that feels unsafe.

2. Can I give the survey to more than one person in a group?

Yes.

3. What if someone doesn't want me to stamp his/her hand?

It's ok to skip the hand stamp if someone really objects. (See #1, above.)

4. If someone asks me what a survey question means, is it ok for me to answer his/her question?

Yes.

5. What do I do if someone asks me to read the questions to him/her?

It's ok to read the questions aloud and record the responses for someone who requests this. However, try not to do this for many people, as it will slow you down.

6. What if I run out of blank surveys or pencils?

Pick up more supplies from the "zone box."

Surveyor Tally Sheet

Your name: _____

Your surveyor team ID letter: _____

Number of people you talked to who DECLINED to take a survey:

Number of people who ACCEPTED a survey from you:

Observations about the surveying process (e.g., which places were the best places to recruit people OR problems you had recruiting):

Viva CalleSJ Surveyor Feedback Form

Dear Volunteer Surveyor,

We would be grateful if you could share your thoughts about the surveying process, so that we can improve the process for volunteer surveyors at future Viva CalleSJ events. If you need more space than is provided below, feel free to write on the back of the paper.

Thanks very much for all your help today.

The Viva CalleSJ Team

1. What problems, if any, did you have with the surveying process? Please mention any details that didn't go well, no matter how trivial they might seem to you.

2. To make the survey process better for volunteers next year, what changes could organizers make? Suggestions are welcome on the training process, instructions given, equipment provided, etc.

ENDNOTES

1. *Viva CalleSJ News*. "A Viva CalleSJ Recap, Thank You, and Your Questions Answered." *Viva CalleSJ News*. November 5, 2015, <http://vivacallesj.org/news/> (accessed November 13, 2015).
2. See all items listed in the bibliography other than the item authored by *Viva CalleSJ News*.
3. This margin of error is calculated assuming that a "population" of 35,000 people attended the event. Source used for the calculation: SurveyMonkey.com, "Margin of Error Calculator," SurveyMonkey.com, <https://www.surveymonkey.com/mp/margin-of-error-calculator/> (accessed November 13, 2015).

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